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a processor and a memory responsive to said terminal and said means for creating a database for a plurality of the store's customers' transaction data from prior shopping visits, such that data regarding individual customer's prior transactions are stored in association with said individual customer's unique identification code; and

circuitry responsive to said processor, memory, and database for generating a customer information response at the point-of-sale during said individual customer's transaction in said retail establishment upon detection of a unique identification code of said individual customer, said signal related to said individual customer's transaction data in shopping visits prior to the current shopping visit.

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9. A system for accumulating customer transaction data at the point-of-sale in a retail establishment comprising:

apparatus for entering unique customer identification codes from customer identification presented at the point-of-sale in said retail establishment;

a terminal for entering customer transaction data at the point-of-sale in said retail establishment;

a processor and a memory responsive to said apparatus and said terminal for creating a database for a plurality of the store's customers' transaction data from prior shopping visits, such that data regarding individual customer's prior transactions are stored in association with said individual customer's unique identification code; and

circuitry associated with said memory and responsive to the entry of said individual customer's identification code during a transaction at the point-of-sale, said circuitry operable to generate a customer information response at the point-of-sale representative of said individual customer's transaction history prior to the current shopping visit.

10. A method for accumulating customer transaction data at the point-of-sale in a retail establishment comprising:

entering unique customer identification codes from customer identification presented at the point-of-sale in a retail transaction;

entering customer transaction data;

creating a database for a plurality of the store's customers' transaction data from prior shopping visits, such that data regarding individual customer's prior transactions are stored in association with said individual customer's unique identification code; and

generating a customer information response at the point-of-sale during said individual customer's transaction in said retail establishment upon detection of a unique identification code of said individual customer, said signal related to said individual customer's transaction data in shopping visits prior to the current shopping visit.

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11. A method for accumulating customer transaction data at the point-of-sale in a retail establishment comprising:

entering unique customer identification codes from customer identification presented at the point-of-sale in said retail establishment;

entering customer transaction data tat the point-of-sale in said retail establishment;

creating a database for a plurality of the store's customers' transaction data from prior shopping visits, such that data regarding individual customer's prior transactions are stored in association with said individual customer's unique identification code;

accessing said database in response to the entry of said individual customer's identification code during a transaction at the point-of-sale;

determining from said database the transaction history of said individual customer; and

generating a customer information response at the point-of-sale representative of said individual customer's transaction history prior to the current shopping visit.

IN THE DRAWINGS

Enclosed for entry in the application are formal drawings for this application. A duplicate copy of these drawings is being submitted herewith to the Official Draftsman for approval and entry in the instant application.